

**PREMIER
EDITION
VOL. 1, ISSUE 1
FALL 2025**

A PUBLICATION OF THEFLOCKMARKET.COM

VALAIS VIEW

THE VOICE OF VALAIS BREEDERS & ENTHUSIASTS



**2025
MEDIA KIT**



ABOUT THIS MAGAZINE

ABOUT VALAIS VIEW

Valais View is the premier coffee-table magazine dedicated to the world's most charming sheep — the Valais Blacknose Sheep.

More than just a publication, it's designed to celebrate our shared passion, empower breeders with knowledge, and bring together a community that is stronger united than divided. Each issue blends practical guidance, breeder resources, and stunning photography — creating a magazine worth keeping, sharing, and returning to.

ABOUT THE FLOCK MARKET

Valais View is powered by The Flock Market, the online hub where breeders, buyers, and service providers connect year-round.

Just like the magazine, it's built to foster collaboration and unity across the Valais community. Every print advertiser is also featured on TheFlockMarket.com, ensuring that your presence extends beyond the page — reminding us that together, we build the future of this breed.

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**TOGETHER, WE'RE NOT JUST
RAISING SHEEP — WE'RE
RAISING A COMMUNITY.**

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WHY ADVERTISE WITH US?

Advertising in Valais View is more than placing an ad — it's joining a collective effort to grow, connect, and celebrate the Valais Blacknose community.

- Targeted Audience: Reaching breeders, enthusiasts, and service providers who share the same passion.
- Trusted Environment: A coffee-table publication that is read, kept, and passed along.
- Stronger Together: Your ad supports a platform designed to unite the community, showcase breeders, and celebrate our shared future.
- Lasting Impact: Every print ad links back to TheFlockMarket.com with QR codes — ensuring your presence continues online, long after the issue is printed.

“WHEN YOU ADVERTISE HERE, YOU'RE NOT JUST PROMOTING YOUR FARM OR SERVICE — YOU'RE INVESTING IN THE STRENGTH AND UNITY OF THE VALAIS COMMUNITY.”



WAYS TO PARTICIPATE

CATEGORY	AD PACKAGE	PRICE	DETAILS
Print Only (Valais View)			
	Back Cover	\$600	Premium placement , last word impression
	Inside Front Cover	\$500	High-visibility opening placement
	Inside Back Cover	\$450	Great visibility at closing
	Spotlight Article	\$600	Full Page, editorial-style feature written about your farm
	Full Page	\$400	Full-page spread
	Half Page	\$250	Horizontal or vertical half-page
	Quarter Page	\$150	Compact, cost-effective
	Classified Listing	\$25	Entry-level listing with QR code
	Logo / Supporter Name	\$25–\$150	Show your support, simple recognition Perfect for new breeders or farms dipping their toes in.
Digital Only (TheFlockMarket.com)			
	Breed Hub Sponsor	\$200/year	Top placement in breed hub with logo & link Stand out as the leader in your breed community.
	Spotlight Article	\$300	Featured blog/article with links to your listings or profile, plus one social media share
	Featured Listing	\$25/month	Highlighted in category & search
	Social Media Promotion	\$50	Branded post about your farm, flock, or services on The Flock Market's social media channels
	Premium Directory	\$75/month	Top position in service directory
	Event Listing	\$50/event	Promote your sale, clinic, or farm day
🌟 Bundled Packages 🌟 (Best Value)			
	Showcase Bundle	\$950	Back Cover + 6 mo Featured Listing + Digital Spotlight
	Spotlight Bundle	\$550	Includes both Print Spotlight Article + Digital Spotlight Article with cross-promotion
	Farm Feature Bundle	\$500	Half Page Ad + Digital Spotlight Ad with cross-promotion
	Breeder Bundle	\$275	Half Page + 3 mo Featured Listing
	Starter Bundle	\$200	Quarter Page + 3 mo Featured Listing
	Supporter Bundle	\$99	Classified + Print Logo + Online Logo + Directory
Every print ad includes a QR code linking to your online profile at TheFlockMarket.com — ensuring your ad lives beyond the page.			



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**YOUR FARM DESERVES MORE
THAN A FLEETING POST —
IT DESERVES A PLACE IN
HISTORY.**

”

***ADVERTISE IN VALAIS VIEW + THE FLOCK MARKET
AND PUT YOUR PROGRAM ON THE MAP.***



Ad Dimensions

TRIM SIZE: 8.5" X 11"

AD PACKAGE	DIMENSIONS	FORMAT
Full Page	8.5" x 11" (with 0.125" bleed)	CMYK, 300 DPI, PDF/JPG
Half Page (Horizontal)	8.5" x 5.5"	CMYK, 300 DPI, PDF/JPG
Half Page (Vertical)	4.25" x 11"	CMYK, 300 DPI, PDF/JPG
Quarter Page	4.25" x 5.5"	CMYK, 300 DPI, PDF/JPG
Back Cover / Inside Covers	8.5" x 11" (with 0.125" bleed)	CMYK, 300 DPI, PDF/JPG
Classified Listing	Text-only + farm logo (2" x 2")	CMYK, 300 DPI, PDF/JPG
Logo / Supporter Name	2" wide	CMYK, 300 DPI, PDF/JPG
Breed Hub Sponsor Banner (Digital)	1200 x 300 px	RGB, web-optimized JPG/PNG
Featured Listing / Directory Logo (Digital)	600 x 600 px	RGB, web-optimized JPG/PNG
Event Listing Image (Digital)	1200 x 800 px	RGB, web-optimized JPG/PNG

DEADLINES & DELIVERABLES

AD RESERVATION DEADLINE: SEPTEMBER 1, 2025

ARTWORK SUBMISSION DEADLINE: SEPTEMBER 5, 2025

- Print Specs: CMYK, 300 DPI, PDF/JPG (see Ad Dimensions page for exact sizes)
- Digital Specs: RGB, web-optimized JPG/PNG
- Delivery: Email all final artwork to hello@theflockmarket.com

Magazines will debut at the Iowa National Show, September 24–28, 2025. Approximately 300 copies will be printed.

AUDIENCE SNAPSHOT

VALAIS VIEW CONNECTS A HIGHLY TARGETED COMMUNITY OF:

- Breeders — from new flocks to established programs
- Buyers & Enthusiasts — actively seeking sheep, genetics, and farm services
- Fiber Artists & Shepherds — looking for wool, products, and inspiration
- Service Providers — vets, AI/ET techs, shearers, and beyond

REACH:

- 300+ printed copies distributed at the Iowa National Show
- Extended online presence through TheFlockMarket.com (ads live beyond the page via QR codes and digital listings)





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STRONGER TOGETHER.
YOUR PRESENCE MATTERS —
IN PRINT, ONLINE,
AND IN THE COMMUNITY.

”

RESERVE YOUR AD SPACE TODAY

JOIN US IN SHAPING THE FUTURE OF VALAIS BLACKNOSE SHEEP IN THE U.S.



ORDER FORM



ORDER FORM LINK: [HTTPS://FORMS.GLE/DOXZUGBZPUNOP5NJ9](https://forms.gle/DOXZUGBZPUNOP5NJ9)

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